

RECOMMENDATION OF THE ONE-COLOR PANEL

The Panel on One-Color Taxicab Design was tasked by the Chairman of the DC Taxicab Commission with overseeing the development of a uniform color scheme for taxicabs in the District of Columbia. The members of the panel included Commissioner Crocker as the panel chair, and Commissioners Cohn, Ferguson, and Tapscott. The panel was given the responsibility for conducting a review to include:

- Conducting a public hearing
- Meeting with individual taxicab owners
- Reviewing public feedback from vehicle exhibits
- Performing other fact finding research
- Providing a recommendation at the General Commission meeting in February 2013

Having completed the first four (4) of the above items, we now present our recommendation.

The panel recommends to the General Commission that the Commission votes to adopt red as the uniform color for taxis in the District of Columbia. This recommendation is based on many factors including:

- 1) One of the reasons that a uniform color was proposed was to have a visual cue that is clearly associated with the District of Columbia. Red is a color that is strongly associated with the District, both among residents and visitors. The Stars and Bars of the District flag are red. Each of the major sports franchises in the District has a shade of red as a prominent part of the uniform. In the area of transportation, both the District's Circulator bus and the Capital BikeShare vehicles are red.
- 2) Although the vehicles placed on exhibit for the public and those on the DC Taxicab website were multicolored, with the exception of the black cab, public feedback strongly opposed this option. Of the more than 38,000 responses to the alternatives offered, most rejected the multicolor concepts and in fact, each option other than black received more opposition votes than favorable votes. Even black received only an 8% approval rating, and some of that support may have been due to the fact that it was the only single color concept put forth.
- 3) Drivers strongly requested that a single color be chosen. They pointed to the additional expense of having to paint a vehicle with more than one color. In addition, if the painting process required 24 hours per color, the lost revenue opportunity from multiple days out of service would be an additional burden. The panel listened very

closely to the input from the drivers, who are the stakeholders who are perhaps most directly affected by our recommendations.

- 4) Two public meetings were held to solicit input from the general public. Notice of the first meeting was placed on the DC Taxicab Commission website and also was reported via newspaper and television announcements. Despite this, only approximately 4 members of the non-industry public attended, and the other approximately 30 attendees were cab drivers. The drivers provided much valuable information and many helpful suggestions regarding the process of selection, but the absence of additional public input in that setting was disappointing. The second meeting had no attendees other than a single print reporter. As mentioned earlier, there were over 38,000 responses to the request for feedback from the public on the vehicles exhibited and online. Over 95% of these responses however were submitted via the internet. Considering both of the above mentioned observations, consideration has to be given to the possibility that this was not a high level priority for many in the general public, and furthermore, that the responses may be somewhat skewed to a constituency that both has access to and is facile with online communication.

In summary, the panel has made every effort to conduct an open, transparent process which would solicit input from a wide range of stakeholders and with that input as well as other available information, submit a reasonable recommendation to the Commission.